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Amendments

In the Claims:

Please find the following list of pending claims:

1. (previously presented) A system for incentive program generation and automated award fulfillment, comprising:
 - a host computer coupled to a network;
 - a first database accessible from said host computer; and
 - an automated award fulfillment application program executed on said host computer for participation in incentive programs of a plurality of providers in communication with an inventory management system associated with each of said plurality of providers wherein said automated award fulfillment application program provides sponsor-selected fulfillment comprising:
 - providing a sponsor-selected specific award unit item, said sponsor-selected specific award unit item being tailored to demographic and psychographic preferences of a sponsor-selected consumer user, and providing a sponsor-selected geographic location for fulfillment.

2. (previously presented) The system of claim 1, further comprising:
- a client computer of said consumer user coupled to the network;
 - a server coupled to said host computer; and
 - a browser executing on said client computer for accessing content located on said server

wherein the consumer user participates in said incentive programs
of the plurality of providers via interaction with said browser.

3. (previously presented) A method for generating incentive programs and automating award fulfillment, comprising:
- providing a host computer, the host computer having a database and an automated award fulfillment application program in communication with an inventory management system associated with each of a plurality of providers;
 - said automated award fulfillment for
 - providing sponsor-selected fulfillment comprising:
 - providing a sponsor-selected specific award unit item,
 - providing said sponsor-selected specific award unit item tailored according to demographic and psychographic preferences of a sponsor-selected consumer user, and

providing a sponsor-selected geographic location for fulfillment;

and

permitting access to said database via a network, including allowing participation in incentive programs of said plurality of providers.

4. (previously presented) The method of claim 3, further comprising:

providing a network coupling said host computer to a workstation for transferring electronic data between said workstation and said host computer;

providing each of said host computer and said workstation with an application program for responding to input from said host computer or said workstation;

allowing a user of said host computer to operate said automated award fulfillment application program to generate an incentive program and to store said incentive program on said host computer;

transferring a stored incentive program to said workstation; and

providing an address for said stored incentive program to permit access to said stored incentive program from said network.

5. (previously presented)The method of claim 4, further comprising:

providing at least one of an award association application program that associates an award with said incentive program, and an award fulfillment association application program that associates a fulfillment option with an award.

6. (previously presented) A system for automating award fulfillment, comprising:
 - a network;
 - a host computer, coupled to said network;
 - a first database of said host computer;
 - a browser operative to browse content of said host computer, wherein a consumer user participates in an incentive program;
 - an awards database of awards associated with said incentive program; and
 - an automated award fulfillment application program for automating fulfillment of awards for said incentive program, in communication with an inventory management system associated with each of a plurality of providers wherein said automated award fulfillment application program provides sponsor-selected fulfillment for providing a sponsor-selected specific award unit item,
 - providing said sponsor-selected specific award unit item tailored to demographic and psychographic preferences of a sponsor-selected consumer user, and
 - providing a sponsor-selected geographic location for fulfillment.

7. (previously presented) The system of claim 6, further comprising:
a card for fulfillment of awards won in said incentive program.
8. (previously presented) The system of claim 6, further comprising:
a memory for storing at least a personal identification number associated with said sponsor-selected consumer user for use in performing fulfillment.
9. (previously presented) The system of claim 6, further comprising:
memory for storing information relating to participation of said sponsor-selected consumer user in an incentive program.
10. (previously presented) The system of claim 6, further comprising:
said browser, coupled to said host computer, wherein said consumer user participates in incentive programs of at least two providers via said browser.
11. (previously presented) A method for generating incentive programs and automating award fulfillment, comprising:
providing a host computer;
providing an incentive program on the host computer, wherein a participant may participate in said incentive program;

providing a database of awards on the host computer associated with the incentive program; and

providing automated fulfillment of said awards to participants, including providing communication with an inventory management system associated with each of a plurality of providers wherein said automated award fulfillment application program comprising

providing sponsor-selected fulfillment for

providing a sponsor-selected specific award unit item,

providing said sponsor-selected specific award unit item tailored according to demographic and psychographic preferences of a sponsor-selected consumer user, and

providing a sponsor-selected geographic location for fulfillment.

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12. (previously presented) The method of claim 11, wherein said database of awards includes awards from a plurality of sponsors.
13. (previously presented) The method of claim 11, wherein said providing automated fulfillment comprises:
associating an award with the incentive program; and
associating a fulfillment method with the award.
14. (previously presented) The method of claim 11, wherein said providing automated fulfillment further comprises:
providing a card comprising memory for storing data associated with a user.
15. (previously presented) The method of claim 13, wherein said associating a fulfillment method comprises:
providing an optimization application program that identifies an award based on the geographic proximity of an award winner to a redemption location of an award in the database of awards.

16. (previously presented) The method of claim 14, wherein said data is a personal identification number.
17. (previously presented) The method of claim 14, wherein said data is information relating to a user's participation in an incentive program.
33. (previously presented) A system for building an incentive program having automated fulfillment, comprising:
- a computer coupled to a network;
 - an incentive program generation application program for generating an incentive program in response to input of parameters by a user;
 - an award association application program for associating an award with the incentive program; and
 - an automated fulfillment application program for associating a fulfillment method with said award wherein said automated fulfillment program is in communication with an inventory management system associated with each of a plurality of providers wherein said automated fulfillment application program is operative to provide sponsor-selected fulfillment for
- providing a sponsor-selected specific award unit item,

providing said sponsor-selected specific award unit item tailored to
demographic and psychographic preferences of a sponsor-selected consumer user, and
providing a sponsor-selected geographic location for fulfillment.

34. (previously presented) A method of providing for generation of an incentive
program having automated fulfillment over a network, comprising:
providing a computer coupled to a network;
generating an incentive program in response to input from a user;
associating an award with the incentive program; and
associating a fulfillment method with the award, wherein at least one of
generating an incentive program, associating an award, and associating a fulfillment
method is accomplished by an automated fulfillment application program in
communication with an inventory management system associated with each of a plurality
of providers for

providing sponsor-selected fulfillment comprising:
providing a sponsor-selected specific award unit item,
providing said sponsor-selected specific award unit item tailored
according to demographic and psychographic preferences of a sponsor-selected consumer
user, and

providing a sponsor-selected geographic location for fulfillment.

39. (previously presented) The system of claim 2, further comprising:

a redemption workstation associated with each of said plurality of providers coupled to the network;

at least one of

a member management database, coupled to the network, for adding a member record for a new member, and

an inventory management system associated with each of said plurality of providers coupled to said redemption workstation; and

wherein said automated award fulfillment application program for allowing designation of redemption of an award including access to any inventory management system of any of said plurality of providers and access to any member database; wherein said automated award fulfillment application program for allowing a sponsor to select said award tailored to demographic and psychographic preferences of the consumer user stored in at least one of any of said member management databases and said first database accessible from said host computer, and for allowing sponsor-designation of redemption of said award at a geographic location of one of said plurality of providers; and a sponsor computer, coupled to the network, for allowing a sponsor of one of said incentive

programs to designate said geographic location of redemption by the consumer user of said award.

40. (cancelled)

41. (cancelled)

42. (previously presented) The system of claim 1, wherein said plurality of providers comprise at least one of a host, a retailer, a merchant, and a sponsor.

43. (previously presented) The system of claim 2, wherein said system further comprises at least one of an internet browser, an automated teller machine, a kiosk, a gasoline pump, a wireless device, a personal digital assistant, and a communication device.

44. (previously presented) The system of claim 3, wherein said permitting access comprises at least one of:

providing for registration and interaction with content of said database and said automated award fulfillment application program.

45. (previously presented) The system of claim 5, wherein said fulfillment option comprises at least one of:

receiving fulfillment at a sponsor designated geographic location;

receiving online fulfillment;

receiving offline fulfillment;

receiving fulfillment at a merchant;

receiving fulfillment at a retailer; and

receiving fulfillment at point of sale (POS).

46. (previously presented) The system of claim 6, further comprising:

a redemption computer associated with each of a plurality of providers coupled to said network; and

at least one of:

a member database, coupled to said network, for adding a member record for a new member, and

an inventory management system associated with each of said plurality of providers coupled to said network; and

wherein said automated award fulfillment application program for allowing designation of redemption of an award including accessing any inventory management system of any of said plurality of providers, accessing said awards database and accessing at least one of any of said member databases and said first database of said host computer.

47. (previously presented) The system of claim 46, wherein said automated award fulfillment application program selecting said award tailored to any demographic and psychographic preferences known of said consumer user stored in at least one of any of said member databases, and said first database of said host computer, and allowing for designation of redemption of said award at a geographic location of one of said plurality of providers.

48. (previously presented) The system of claim 47, further comprising:

a sponsor computer coupled to the network for allowing a sponsor of one of said incentive programs to designate said geographic location of redemption by said consumer user of said award.

49. (previously presented) A method of automatically fulfilling an award comprising:
- (a) receiving a sponsor designation of redemption of an award for a sponsor-selected consumer user comprising
 - receiving a sponsor-selected fulfillment comprising:
 - receiving a sponsor-selected specific award unit item selected from an inventory management system associated with a plurality of providers,
 - receiving said sponsor-selected specific award unit item tailored according to demographic and psychographic preferences of said sponsor-selected consumer user, and
 - receiving a sponsor-selected geographic location for fulfillment;
- and
- (b) automating fulfillment of said award in accordance with said sponsor designation of redemption.

50. (previously presented) The method according to claim 49, wherein said step (a) comprises:
- (1) receiving a sponsor designated award selection comprising at least one of:

- (A) providing interactive access to at least one consumer database of at least one of a host, a provider, a sponsor, a retailer, and a merchant, having information about said sponsor-selected consumer user;
- (B) providing said interactive access to said inventory management system wherein said plurality of providers includes at least one of a host, a provider, a sponsor, a retailer, and a merchant, said inventory management system having information about award availability; and
- (C) receiving said sponsor designated award selection said sponsor designated award selection being selected from an award pool.

51. (previously presented) The method according to claim 50, wherein said step (a)
(1) (C) comprises at least one of:

- (i) receiving said sponsor designated award selection wherein said award pool comprises a group of awards selected from an awards database;
- (ii) receiving said sponsor designated award selection

- wherein said award pool comprises available awards from a plurality of sponsors as long as quantities of awards are available;
- (iii) receiving said sponsor designated award selection including a user demographically tailored selection of said sponsor designated award selection including being tailored to at least one of demographic and psychographic preferences of said sponsor-selected consumer user stored in any of said at least one consumer database;
 - (iv) receiving said sponsor designated award selection comprising:
 - determining availability of said sponsor designated award selection in said inventory management system; and
 - (v) providing an award recipient to at least one of said at least one consumer database.

52. (previously presented) The method according to claim 51, wherein said step (a)

(1) (C) further comprises:

- (vi) validating said award recipient of said award to at least one of said host, said provider, said sponsor, said merchant, and said retailer when said award recipient attempts to fulfill said award.

53. (previously presented) The method according to claim 51, wherein said step (a) further comprises:

- (1) receiving a sponsor designated geographic location for redemption of said award comprising at least one of:
 - (A) providing interactive access to a fulfillment network database having information about said plurality of providers; and
 - (B) receiving a sponsor designated consumer user-tailored geographical location selection from said fulfillment network.

54. (previously presented) The method according to claim 53, wherein said step (b) comprises:

- (1) fulfilling said award at said sponsor designated geographic location for redemption.

55. (previously presented) The method according to claim 49, wherein said step (a) comprises:

- (1) receiving a sponsor designated geographic location for redemption of said award comprising at least one of:
 - (A) providing interactive access to a fulfillment network database having information about said plurality of providers; and
 - (B) receiving a sponsor designated consumer user-tailored geographical location selection from said fulfillment network.

56. The method according to claim 55, wherein said step (b) comprises:

- (1) fulfilling said award at said sponsor designated geographic location for redemption.

57. (previously presented) The method according to claim 49, where said step (b) comprises at least one of:

- (1) automating fulfillment comprising:
 - (A) providing fulfillment using a fulfillment option comprising at least one of:

- (i) receiving fulfillment at a sponsor designated geographic location;
 - (ii) receiving online fulfillment;
 - (iii) receiving offline fulfillment;
 - (iv) receiving fulfillment at a merchant;
 - (v) receiving fulfillment at a retailer; and
 - (vi) receiving fulfillment at point of sale (POS); and
- (2) providing a validation of an award recipient of said award to at least one of a host, one of said plurality of providers, a sponsor, said retailer, and said merchant.

58. (previously presented) The method according to claim 50, wherein said sponsor designated award selection comprises an award unit.